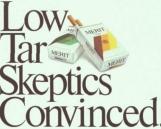
## New National Smoker Study:



## MERIT proven as flavorful as much higher tar brands in latest research.

Results Confirm Breakthrough Confirmed: Majority of high tar smokers rate MERIT Confirmed: Majority of high tar smokers confirm

Confirmed: 85% of MERIT smokers say it was an

100's; 11 mg"tar; '0.7 mg nicotine av. per cigareme, FTC ReportMay '78 Warning: The Surpeon General Has Determined

That Cigarette Smoking Is Dangerous to Your Health.

Confirmed: Overwhelming majority of MERIT

Confirmed: 9 out of 10 MERIT smokers not First Major Alternative To High Tar Smoking